

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

Claims 1-34 (Canceled)

35. (Currently amended) A method for identifying and categorizing customer goals for contacting a service center comprising:

receiving a customer request;

performing a verbal style analysis on the customer's request to identify a customer behavior for the customer, said verbal style analysis including performing an analysis with respect to ~~at least one of~~ a count of a number of words used, and a method of contact;

categorizing the customer behavior into one of a plurality of behavioral groups;

calculating conditional probabilities that relate the customer request to customer goal categories;

comparing a maximum conditional probability obtained from the calculated conditional probabilities with a minimal set value;

mapping the customer request to a customer goal category related to the maximum conditional probability if the maximum conditional probability is equal to or greater than the minimal set value; and

assigning the customer request to a service center associated with both the identified customer behavior and the mapped customer goal category.

36. (Previously presented) The method according to claim 35, the method further comprising:

receiving the customer request via an interactive voice response system.

37. (Previously presented) The method according claim 35, the method further comprising:

receiving the customer request via an Internet connection.

38. (Previously presented) The method according claim 35, the method further comprising:

receiving the customer request via telephone.

39. (Currently amended) A method for identifying and categorizing customer goals for contacting a service center comprising:

receiving a customer request;

performing a verbal style analysis on the customer's request to identify a customer behavior for the customer, the verbal style analysis including counting a number of words used and performing an analysis of the number of words counted;

categorizing the customer behavior into one of a plurality of behavioral groups;

calculating conditional probabilities that relate the customer request to customer goal categories;

comparing a maximum conditional probability obtained from the calculated conditional probabilities with a minimal set value;

mapping the customer request to a customer goal category related to the maximum conditional probability if the maximum conditional probability is equal to or greater than the minimal set value; and

assigning the customer request to a service center associated with both the identified customer behavior and the mapped customer goal category.

40. (Previously presented) The method according to claim 39, the method further comprising:

receiving the customer request via an interactive voice response system.

41. (Previously presented) The method according claim 39, the method further comprising:

receiving the customer request via an Internet connection.

42. (Previously presented) The method according claim 39, the method further comprising:

receiving the customer request via telephone.

43. (Previously presented) The method according to claim 35, further comprising matching a result of the verbal style analysis to an appropriate model with the categorized group.

44. (Previously presented) The method according to claim 39, further comprising matching a result of the verbal style analysis to an appropriate model with the categorized group.

45. (Currently amended) A computer readable medium storing a program for identifying and categorizing customer goals for contacting a service center, comprising:

a receiving code segment that receives a customer request;

an analysis code segment that performs a verbal style analysis on the customer's request to identify a customer behavior for the customer, the verbal style analysis including counting a number of words used and performing an analysis of the number of words counted;

a categorizing code segment that categorizes the customer behavior into one of a

plurality of behavioral groups;

a goal identifying code segment that calculates conditional probabilities that relate the customer request to customer goal categories, compares a maximum conditional probability obtained from the calculated conditional probabilities with a minimal set value, and maps the customer request to a customer goal category related to the maximum conditional probability if the maximum conditional probability is equal to or greater than the minimal set value; and

an assignment code segment that assigns the customer request to a service center associated with both the identified customer behavior and the mapped customer goal category.

46. (Previously presented) The medium according to claim 45, in which the receiving code segment receives the customer request via an interactive voice response system.

47. (Previously presented) The medium according to claim 45, in which the receiving code segment receives the customer request via an Internet connection.

48. (Previously presented) The medium according to claim 45, in which the receiving code segment receives the customer request via telephone.

49. (Previously presented) The medium according to claim 45, further comprising a matching code segment that matches a result of the verbal style analysis to an appropriate model with the categorized group.